

Parks and Recreation - Tourism and Events

Mission:

The mission of the Tourism program is to increase visitation in historic Yorktown and York County. This is accomplished by developing, managing, marketing and implementing programs, activities, services and special events which build community, and promote and encourage tourism.

Goals:

- Maintain active communication between the County and its businesses and citizens to create greater awareness and strengthen community involvement.
- Create and maintain an increased awareness of historic Yorktown and York County through a variety of marketing programs and promotional efforts.
- Serve as County liaison and resource to community groups in the planning, managing, marketing, and implementing of existing and new festivals, concerts, events and programs.

Implementation Strategies for FY2005:

- Represent the County on a variety of boards, commissions and committees involved with tourism and events related activities.
- Plan, conduct and evaluate various FAM tours, sales presentations and training opportunities designed to increase awareness of Yorktown.
- Increase advertising opportunities in various publications and on websites with high return on investment that will encourage visitation to Yorktown.
- Produce and distribute professional quality sales collateral for use by targeted groups and use in fulfillment of mailings to potential visitors.
- Maintain public/visitor awareness by conducting promotional calls/missions to targeted groups, exhibiting at trade shows and active participation in local, regional, state and national associations in the tourism industry.

Budget Issues:

- For FY2005, the Events and Tourism Coordinator has been transferred from Parks and Recreation.
- Also for FY2005, funding is approved for advertising and tourism related activities.

General Fund Expenditures	FY2001 Actual Expenditures	FY2002 Actual Expenditures	FY2003 Actual Expenditures	FY2004 Original Budget	FY2004 Expected Appropriations	FY2005 Adopted Budget
81713 Parks and Recreation - Tourism and Events						
Personnel Services	-	-	-	-	-	56,198
Contractual Services	-	-	-	-	-	36,500
Internal Services	-	-	-	-	-	1,700
Other Charges	-	-	-	-	-	67,750
Materials & Supplies	-	-	-	-	-	1,700
Leases & Rentals	-	-	-	-	-	-
Capital Outlay	-	-	-	-	-	-
Grant Activity	-	-	-	-	-	-
Activity Total	-	-	-	-	-	163,848
Percentage Change	0.00%	0.00%	0.00%	0.00%	N/A	100.00%

FTE's

Management	-	-	-	-	-	-
Professional/Technical	-	-	-	-	-	1.00
Admin/Clerical	-	-	-	-	-	-
Trades & Crafts	-	-	-	-	-	-
Total	-	-	-	-	-	1.00

